

EDUCATION & CERTIFICATIONS

Arizona State University, W. P. Carey School of Business and Barrett Honors College

December 2025 (anticipated)

Bachelor of Arts in Business Administration with Honors

GPA: 3.39

Google's Project Management Professional Certificate

August 2021

WORK EXPERIENCE

Research Assistant

August 2024 – Present

STEM Program Evaluation Lab (SPEL) at Arizona State University

Tempe, AZ (Remote)

- Developing a 60-page culture and climate report to uncover trainee and faculty perspectives for the Center of Integration of Modern Optoelectronics on Demand (IMOD) and deliver actionable insights to foster a supportive environment.
- Conducted quantitative and qualitative analyses of focus group, interview, and survey data to produce 3 program evaluation reports with recommendations to enhance stakeholder engagement and organizational strategy.

Digital Accessibility and Marketing Consultant

April 2023 – Present

Center for Disability Inclusion

Kansas City, MO (Remote)

- Transformed company branding with Photoshop and strategic analytics, driving a 7.5% surge in LinkedIn engagement.
- Engineered a 2x increase in unique website visits via Flipcause and drove a 39% increase in LinkedIn followers through precision-driven organic social media tactics, employing social SEO strategies and interactive content creation.

Catalog Intern

June 2024 – August 2024

OpenSesame

Portland, OR (Remote)

- Designing a visual course retirement guide using Canva for 160+ publishers, optimizing course removal processes.
- Drove QA OKR progress from 25% to 50% by leveraging ChatGPT to audit & write learning objectives for 1,300+ courses.
- Devising a 35-question survey via Google Forms to evaluate publisher WCAG and 508 compliance and accessibility practices, improving metadata accuracy and product accessibility.

Marketing and Policy Intern

June 2023 – August 2023

Department of Labor

Washington DC (Remote)

- Devised an analytics-integrated marketing funnel and SOP, improving analysis and content creation time by 20%.
- Covered updates from Congress and leading nonpartisan think tanks, such as the Brookings Institute, as the author of an internal biweekly newsletter, achieving an 80% average open rate across 20 newsletter updates tracked by Viva Insights.

Milt Wright and Associates

September 2022 – January 2023

Marketing and Communication Specialist (Project-Based)

Granada Hills, CA (Remote)

- Redeveloped 3 interactive training modules for the Windmills Training Program, expanding reach to 700+ trainers.
- Led 3 focus groups with 15+ participants to assess redesigned training modules, refining content for improved effectiveness.

Growth Marketing Intern

June 2022 – August 2022

Alation

Redwood City, CA (Remote)

- Executed a targeted email campaign via HubSpot, reaching 27,000 users, to announce the 22.3 product launch of Alation Cloud Service for Snowflake, which included copy, design, and calls-to-action to drive lead generation.
- Interviewed 7 data governance leaders and analyzed 10+ market research sources to develop detailed persona profiles and messaging guidelines, resulting in increased marketing conversion rates.
- Conducted a competitive analysis of 50+ Data Literacy initiatives in the market, facilitating strategic partnerships with upskilling program developers.

Community and Social Media Marketing Manager

June 2021 – May 2022

Diversability

San Francisco, CA (Remote)

- Leveraged organic social media advertising, custom hashtag strategies, and organic user-generated content marketing (UGC) to architect an integrated product marketing campaign, resulting in a 25% uplift in year-end revenue.
- Achieved a 133% surge in social media follow count across TikTok, Instagram, Facebook, Twitter, and LinkedIn using advanced video and content design with Canva, InShot, and CapCut.
- Built and seeded pipeline with 200+ qualified leads (warm and cold) in Nutshell and successfully negotiated partnerships.

SKILLS

- **Digital Marketing:** SEO, Email Campaigns, Website Design, Survey Design and Methodology.
- **Tools:** MailChimp, HubSpot, Salesforce, Constant Contact, Unbounce, Ceros, SquareSpace, Wix, Photoshop.
- **Analytic Tools:** Google Analytics, SEMrush, Looker, Nutshell, Nimble, Microsoft Viva Insights, Flipcause.
- **Project Management:** Scrum and Agile, Project Documentation, Data Visualization, Risk Analysis.

PROJECTS & LEADERSHIP EXPERIENCE

Director of Digital Immersion Student Engagement and Advocacy **April 2024 – Present**
Undergraduate Student Government at Tempe (USG-T) *Arizona State University*

- Representing 66,000+ students by supporting student advocacy projects and leading student engagement efforts.

Director of Marketing **April 2024 – Present**
Accessibility Coalition (AccessCo) *Arizona State University*

- Promoting events and advocacy initiatives via a biweekly newsletter via SquareSpace and social media.

Online Senator **April 2024 – Present**
Honors College Council at Barrett *Arizona State University*

- Representing 300+ honors students by writing a guide on event inclusion and leading policy reformation.

Honors Thesis: The Business Case for Mainstream Accessible Travel Experiences **January 2024 – Present**

- Conducting a comprehensive study using qualitative and empirical data by utilizing survey methodologies to conduct 60 virtual interviews and surveys via Qualtrics to identify profitable strategies for accessible travel and tourism services.

Student Body President **February 2023 – December 2023**

Vice President **May 2022 – February 2023**

Legislative Affairs Senator **August 2021 – May 2022**

Associated Student Government (ASG) *Coastline Community College*

- Impacted 2 million students statewide by authoring and passing a resolution at local and state levels to improve student success data and bolster disability cultural initiatives.
- Directed over \$240,000 in ASG funds towards enhancing student access and support through initiatives such as a free bus pass program, free textbook provision, and 80+ scholarships.
- Served as co-chair for the DEIAA Task Force to develop a college-wide DEIAA Plan and served on a task force to develop a Student Equity Achievement (SEA) plan based on quantitative analysis and demographic data.
- Led student lobbying efforts with state policymakers and assembly members to promote Assembly Bills 1173 and 1275, increasing access to student organizations for distance learners and students with disabilities.

Region VIII Treasurer **December 2021 – May 2022**

Student Senate for California Community Colleges (SSCCC)

- Maximized Region VIII's \$5,000 budget by overhauling financial policies, ensuring accountability and transparency.

HONORS, AWARDS, & PUBLICATIONS

2024 Lime Connect Fellow **Lime Connect**

- Placed in a selective leadership program for high-potential students supported by Google, Microsoft, and Goldman Sachs.

2024 – 2025 John Lewis Young Leaders (JLYL) Fellow **Robert F. Kennedy Human Rights**

- Leading a coalition of student leaders to develop an "Anti-Ableism: Student Plan of Action Changemakers Guidebook."

2024 – 2025 Justice and Equity Honors Network (JEHN) Fellow **Arizona State University**

- Engaging in a core online seminar and integrating my honors academic research to achieve real-world impact.

2024 Disability:IN NextGen Leaders Fellow **Disability:IN**

- Developed a [proposal for an AI-powered learning app](#) during a competitive innovation challenge, creating a working model in 6 hours that educates young adults on financial literacy through real-world challenges and interactive video content.

2024 Board of Governors Student Leadership Award **California Community Colleges Chancellor's Office**

- Recognized for outstanding leadership in college and service in the broader community.

2023 – 2025 Obama-Chesky Voyager Scholarship **Obama Foundation**

- Awarded a \$50,000 scholarship and \$30,000 in travel grants with an approximately 3% selection rate.

2023 – 2024 Coelho Law Fellow **Loyola Law School**

- Developed case briefs using the FIRAC method and conducted legal research during an intensive graduate-level law course.

2023 Student of the Year **California Association on Postsecondary Education and Disability (CAPED)**

- Recognized for substantially impacting campus life for students with disabilities through advocacy and involvement.

[The History of Disabled People](#) (article) **July 2021**

- Authored an article tracing the history of disabled people in the U.S. from the 1700s to the present, garnering 3,000 views and sparking dialogue on disability rights and culture.